Outsourcing & virtual help

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Hiring a video editor

- It's important that you learn how everything works before you decide to hire someone to do it for you
- **Video editing can be separated into 3 categories:**
  - #1 Timeline editing
    - taking the raw footage, removing bad takes, and putting everything in the right order
    - adding transitions
    - color correction
    - audio editing and syncing
  - #2 Graphics editing
    - adding text, screencasts, images, or other clips
    - adding interstitials - videos that interrupt the main video
  - #3 Animations
    - taking illustrations or vector images and adding motion to them
- People who only have timeline editing skills are the cheapest, and the ones who can do all 3 things are the most expensive
- Some people only do one type of editing - for example, animators use Adobe After Effects, which cannot be used for timeline editing

- You might need to hire multiple people to get the final video

- **Decide what skills you really need - don't hire someone very expensive if you won't need all of their skills**

- **Decide how much time you want to spend managing the person you hire**

- Keep in mind that cheaper freelancers will need more management from you

- **Where to find video editors:**
  #1 UpWork
  #2 VideoPixie
  #3 Fiverr